

The Marketview Heights neighborhood was first settled by Irish immigrants fleeing the potato famine in the 19th century. Its diversity continued to broaden with the influx of German, Italian, Polish and Russian immigrants that helped to double Rochester's population and increase the demand for housing in the neighborhood. The Public Market was developed in the neighborhood in 1905 and provided a location for residents to work. The Market and the neighborhood began to experience disinvestment during the Post War period as jobs and residents migrated to the suburbs. The area continues to face challenges but the City of Rochester, private investors, non-profit organizations, and neighborhood residents are beginning improvements.



Food vendors at the Public Market

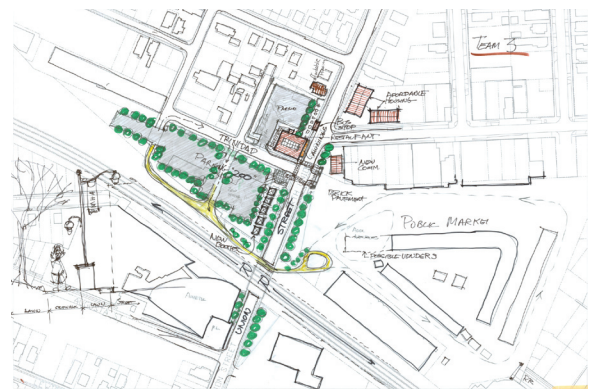
Source: Monroe County Library



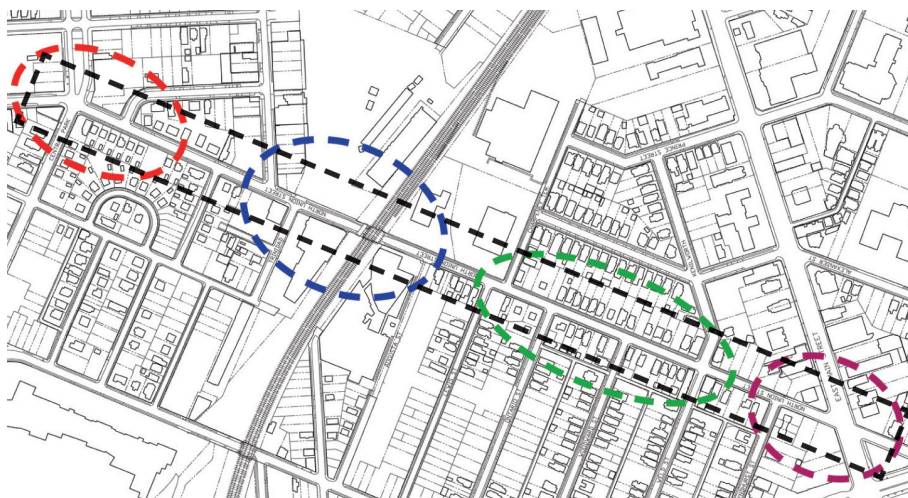
Residents and facilitators working on a vision for one of the nodes

On October 2, 2007, 40 neighborhood residents, stakeholders and over a half-dozen design professionals and facilitators participated in the Marketview Heights Mini-Charrette. After introductory remarks, attendees were divided into five teams, each composed of two design professionals and stake holders, to explore the five pre-determined focus areas. The groups noted both the positive and negative existing conditions and identified enhancements. Residents presented the groups' drafted vision plans with suggested improvements.

Planning for the Marketview Heights Mini-Charrette began at the suggestion of the Marketview Heights Collective Action Project (MVHCAP). During the spring of 2007, the Marketview Heights Steering Committee, composed of neighborhood, city and non-profit representatives, and the RRCDC began meeting monthly to plan the mini-charrette. During these meetings the focus areas were defined and major design concerns, based on an assessment of the existing assets and problem areas, were identified.



Mini-charrette drawing of Focus Area C



### Focus Area Map

- FOCUS AREA A: East Main Street Node
- FOCUS AREA B: Kenilworth/Weld Node
- FOCUS AREA C: Public Market Node
- FOCUS AREA D: Central Park Node
- FOCUS AREA E: North Union Street Corridor



After the completion of the Marketview Heights Mini-Charrette, the RRCDC, in consultation with the Marketview Heights Steering Committee, refined and built upon the ideas raised at the mini-charrette. The refined list includes:

- **Develop** short-term, immediately achievable projects (banners, landscaping, signage);
- **Improve** the pedestrian realm experience (better lighting, more street trees, address building facades);
- **Create** a unifying identity to the corridor (capture elements of the Public Market and neighborhood history); and
- **Capitalize** upon vacant lots (green space, identify future development potential).

These ideas were applied to four areas in an overall **vision plan** for the North Union Street Corridor.



The installation of the "WallTogether" mural in West Palm Beach, FL

Source: Elle Schorr Photography

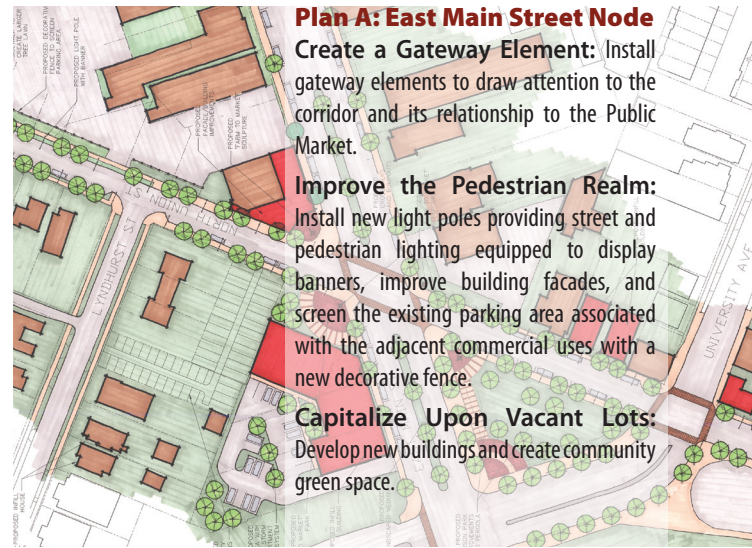


An example of immediately achievable beautification project - gateway banners

Source: RRCDC

The next step in the post charrette phase is the implementation of the vision plan. The Marketview Heights Steering Committee and residents will be responsible for prioritizing the desired improvements and creating goals, objectives, and strategies to ensure the vision is transformed into reality. An action plan for implementation will be developed. This plan will likely include the following activities:

- Identifying **funding** sources;
- Establishing and cultivating **partnerships**;
- **Prioritizing** elements from the vision;
- Creating a **timeline** for achieving the prioritized elements;
- Identifying opportunities for **youth** to become involved in constructively contributing to the improvement of the corridor; and
- Developing **sub-committees** and break out action items for each to address.



#### Plan A: East Main Street Node

**Create a Gateway Element:** Install gateway elements to draw attention to the corridor and its relationship to the Public Market.

**Improve the Pedestrian Realm:** Install new light poles providing street and pedestrian lighting equipped to display banners, improve building facades, and screen the existing parking area associated with the adjacent commercial uses with a new decorative fence.

**Capitalize Upon Vacant Lots:** Develop new buildings and create community green space.

#### Plan B: Kenilworth/Weld Node

**Address Vacant Lots:** Landscape the existing vacant lots as either interim or permanent green spaces.

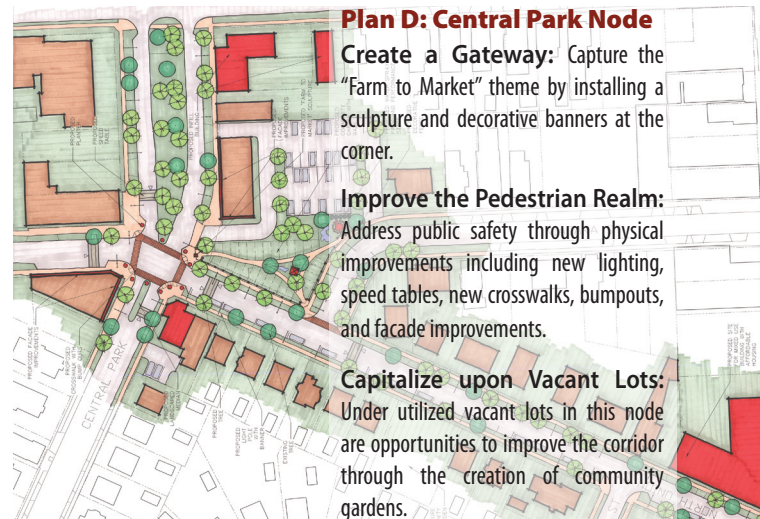
**Improve the Pedestrian Realm:** Improve building facades, install street trees, and have more lighting installed at the Kenilworth and Weld node.

#### Plan C: Public Market Node

**Improve the Pedestrian Realm:** Install better lighting, landscaping, crosswalks, murals on the existing retaining walls, and improve building facades.

**Infill Vacant Lots:** Reuse vacant lots through new infill development or redevelop as new parking areas.

**Install Green Technologies:** Green technologies such as permeable paving, rain gardens, and an alternative fuel (biodiesel, electronic, etc.) shuttle for the public Market parking area are proposed.



#### Plan D: Central Park Node

**Create a Gateway:** Capture the "Farm to Market" theme by installing a sculpture and decorative banners at the corner.

**Improve the Pedestrian Realm:** Address public safety through physical improvements including new lighting, speed tables, new crosswalks, bumpouts, and facade improvements.

**Capitalize upon Vacant Lots:** Under utilized vacant lots in this node are opportunities to improve the corridor through the creation of community gardens.